READY FOR THE FUTURE — A GUIDE FOR INSTRUCTORS USING SOCIAL MEDIA

LesMILLS

THE PLAN

Social Media has become an effective tool during these unprecedented times as a way of keeping connected with your members.

Now that you are getting ready to teach again with your club, here are some ideas to help to keep you engaged with your members and welcome them back.

It includes key themes that you can cover with your members so they feel excited, safe and eager to join their exercises community.

THIS PLAN COVERS THE FOLLOWING:

- 4 week content schedule (Monday, Wednesday, Friday)
- Suggested social tiles copy

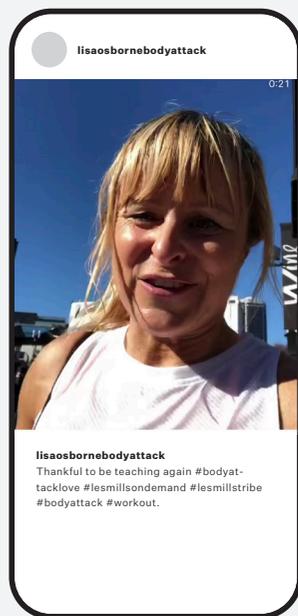| WEEK 1	WEEK 2	WEEK 3	WEEK 4
WELCOME BACK YOUR MEMBERS	**HEALTH & HYGIENE**	**BUILD CONFIDENCE**	**POWER OF COMMUNITY**
This content is all about getting your members excited to come back to your classes. The content should be motivational and inspiring.	This content is to ensure that people feel safe about coming back into your classes. The content should be factual steps your club is taking to make the place safe.	This content is to help members feel like they can get back on track with their exercise after being away.	This content is to help members feel they are part of something larger.

TWO APPROACHES TO CONTENT

We have provided you with two different options to content. Feel free to use whatever approach you feel the most comfortable with.

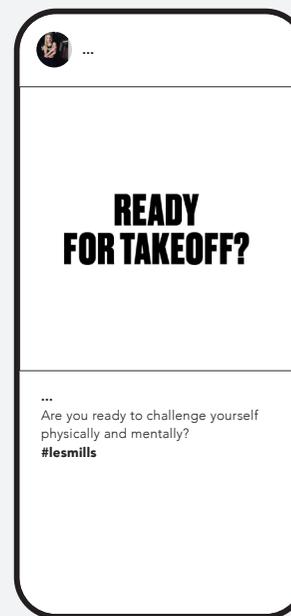The content is Instagram based but can be easily used for Facebook or Twitter.

| SELF-CREATED CONTENT	PRE-MADE CONTENT
This option is guidance on how to create your own content so it is coming directly from you. Feel free to use the suggested copy. If you need some inspiration, check out this video from Lisa Osborne	This option is for those that are not as comfortable being in front of the camera or need easy to use pieces of content. Feel free to use the suggested copy.

lisaosbornebodyattack

0:21

lisaosbornebodyattack
Thankful to be teaching again #bodyattacklove #lesmillsondemand #lesmillstribe #bodyattack #workout.

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READY FOR TAKEOFF?

...
Are you ready to challenge yourself physically and mentally?
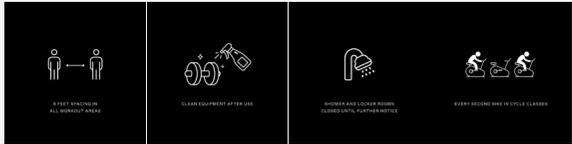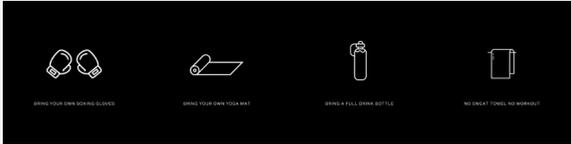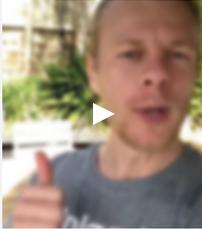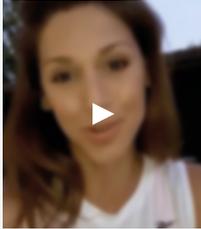**#lesmills**

SELF-CREATED CONTENT

WEEK 1: WELCOME BACK YOUR MEMBERS: This content is all about getting your members excited to come back to your classes. The content should be motivational and inspiring.

MONDAY	WEDNESDAY	FRIDAY
Selfie in front of your gym	**Shots of equipment space**	**Video of you welcoming back your members**
We're open and ready to have you come back and join us.	Are you ready to challenge yourself physically and mentally?	Come join me. Let's get back to working out.
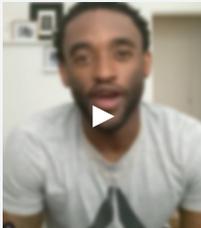
WEEK 2: HEALTH & HYGIENE: We have created a collection of social health and hygiene tiles that you can use as a carousel on your Instagram or Facebook feed.
This content is to ensure your members feel safe about coming back to your classes.

MONDAY	WEDNESDAY	FRIDAY
We've implemented safe distancing and cleaning so you can focus on your workout.	Remember to bring all of your own equipment and only use your own.	We're open with new timetables to ensure you can workout safely.

WEEK 3: BUILD CONFIDENCE: Video of you motivating your members to get back on track with their exercise after being away.

MONDAY	WEDNESDAY	FRIDAY
You've been patiently waiting. Now's the time to unleash all that energy.	You've had it before, you still have it now, you'll have it moving forward.	You've never lost your passion for exercise.

*placeholder images

WEEK 4: POWER OF COMMUNITY: This content is to help members feel they are part of something larger.

MONDAY	WEDNESDAY	FRIDAY
Old shot of group workout.	**Old shot of group workout.**	**Shot of you at gym inviting people to come back.**
Welcome back to your workout family	Working out together never felt better.	We are ready to workout together. Just step back in.

*placeholder images

PRE-MADE CONTENT

WEEK 1: WELCOME BACK YOUR MEMBERS: This content is all about getting your members excited to come back to your classes. The content should be motivational and inspiring.

MONDAY	WEDNESDAY	FRIDAY
WE'RE OPEN AND READY.	**READY FOR TAKEOFF?**	**ON YOUR MARKS. GET SET. GO!**
We're open and ready to have you come back and join us.	Are you ready to challenge yourself physically and mentally?	Come join me. Let's get back to working out.

WEEK 2: HEALTH & HYGIENE: We have created a collection of social health and hygiene tiles that you can use as a carousel on your Instagram or Facebook feed.
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We've implemented safe distancing and cleaning so you can focus on your workout.	Remember to bring all of your own equipment and only use your own.	We're open with new timetables to ensure you can workout safely.

WEEK 3: BUILD CONFIDENCE: This content is to help members feel like they can get back on track with their exercise after being away.

MONDAY	WEDNESDAY	FRIDAY
UNLEASH YOURSELF.	**STRONGER THAN EVER.**	**REIGNITE THE FLAME.**
You've been patiently waiting. Now's the time to unleash all that energy.	You've had it before, you still have it now, you'll have it moving forward.	You've never lost your passion for exercise.

WEEK 4: POWER OF COMMUNITY: This content is to help members feel they are part of something larger.

MONDAY	WEDNESDAY	FRIDAY
WE ARE FAMILY.	**TOGETHER. BETTER.**	**WHO'S READY?**
Welcome back to your workout family	Working out together never felt better.	We are ready to workout together. Just step back in.

DOWNLOAD ASSETS

15X HEALTH AND HYGIENE TILES
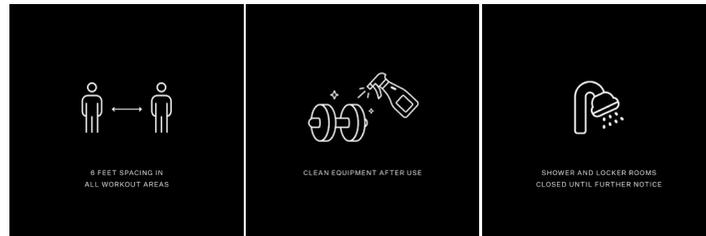
DOWNLOAD COLLECTION

9X STATEMENT TILES

DOWNLOAD COLLECTION